

President's Report to the Council on Postsecondary Education

Robert L. King – Sept. 12, 2013



Student Success committees formed – Two new committees have formed to help achieve the student success objectives outlined in *Stronger by Degrees*, the state's strategic agenda for postsecondary and adult education. Created by CPE staff, the committees are made up of campus representatives, and a CPE member serves on each committee.

- The Committee on Academic Quality focuses on the implementation of best practices related to continuous improvement of student learning, the creation of a culture of assessment, and the assessment of core academic competencies. The July 12 meeting featured a presentation on liberal education by Susan Albertine of the American Association of Colleges and Universities. CPE member Joe Graviss serves on this committee.
- The Committee on Persistence and Retention is directing its attention on the implementation of institutional best practices that help students persist from semester to semester and ultimately graduate with a degree or credential. More specifically, the committee will examine the root causes of student attrition and identify strategies to increase academic and social engagement. The committee has met twice. The kickoff meeting in May included a discussion of persistence trends at our public institutions and a discussion of how to use Deliverology to meet campus goals. The second meeting in July focused on financial aid and featured a presentation on completion management by Nate Johnson of HCM Strategists and Michelle Ware of MDRC. CPE member Donna Moore serves on this committee.

Tuition Reciprocity update – At the June 20 meeting, the Council approved a six-year tuition reciprocity agreement with the state of Tennessee. In the weeks following that meeting, Tennessee Higher Education Commission (THEC) staff contacted Council staff and indicated that they preferred a one-year agreement instead, allowing them more time to study student migration patterns. THEC staff agreed to enter into the six-year agreement, but indicated in writing that they would be exercising the option to cancel without cause after one year as permitted by the terms of the agreement. To lessen any potential confusion regarding the Kentucky-Tennessee Reciprocity Agreement, the term of the agreement was changed to one year and signed by the parties. During the coming year, Council and institution staff will work with Tennessee in hopes of securing a longer term agreement, which will be brought back before the Council for approval at the appropriate time. If you have any questions about this agreement, please contact CPE staff members Travis Powell or Shaun McKiernan.

KET's Education Matters to focus on GED grads – The fifth season of *Education Matters* kicks off as host Bill Goodman and his guests discuss the importance of GED attainment and its significance for all Kentuckians. The KET program airs Monday, Sept. 23 at 9/8 p.m. on KET. Approximately 700,000 Kentucky adults lack a high school diploma. The program examines what the state's adult learners can do now to complete the current GED® test and how and why the GED® test will change starting January 2. The episode features interviews with recent GED graduates at adult education centers in Russell and Pulaski counties.

Panelists for the program include:

- Reecie Stagnolia, vice president of Kentucky Adult Education
- Martin Kehe, vice president of products for GED Testing Service®
- Cristina Marsh, JCTC adult education manager for Carroll, Gallatin, Henry, Shelby and Trimble counties
- Rodney Johnson, director of the Russell County Adult Education Center in Russell Springs

15 to Finish Kentucky campaign planning in full swing – A statewide, strategic communications and marketing campaign to promote on-time graduation will kick-off later this fall. Coordinated by Council staff and in conjunction with campus staff, the *15 to Finish Kentucky* campaign will encourage students to complete 15 credit hours per semester, or 30 credits per year. Part of this effort involves changing the longstanding perception that taking 12 credits per semester is enough. A critical component of the *15 to Finish* message is informing students, their parents and families, and the entire education community of the benefits of on-time graduation, including:

- Increase the likelihood of graduation
- Lessen opportunity cost (get a job earlier, earn income sooner)
- Lower cost for students (pay less tuition overall for a college degree and incur less debt)
- Lower cost for campuses in support services
- Lower cost to the state and taxpayers

The integrated campaign will consist of public service TV and radio ads through the Kentucky Broadcasters Association, a strong web and online marketing component, campus campaigns with direct messaging to students, and a high-profile kick-off event. This is a provost-led initiative and brings together campus representatives appointed by the provosts as well as campus PR and marketing representatives, and staff at the Kentucky Chamber of Commerce, Kentucky Department of Education and Kentucky Higher Education Assistance Authority. More details to follow.

eTranscripts to ease college admission process, create efficiencies – Kentucky high school seniors will soon be able to send electronic transcripts to Kentucky colleges and universities, as well as some out of state schools, using the free Kentucky eTranscript process. The statewide adoption of electronic transcripts will streamline the admissions process, reduce costs and save time for all parties. Jefferson County will be the first to make the system available district-wide. By the end of the fiscal year, Kentucky eTranscript should be available to students in public and private high schools across the state, as school districts are phased in and go live with the system.

Kentucky's eTranscript is provided free to high school students, school districts, colleges and universities by the Council on Postsecondary Education, the Kentucky Department of Education, and the Kentucky Higher Education Assistance Authority. There is a nominal charge for students to send transcripts to non-participating colleges or universities. Students will also be able to upload documents such as letters of recommendation for paperless delivery and track the entire transmission process. The three state agencies worked with two private firms, Parchment and Infinite Campus, on the project. Parchment is the leader in eTranscript exchange in the U.S. and Infinite Campus is the largest American-owned student information system.